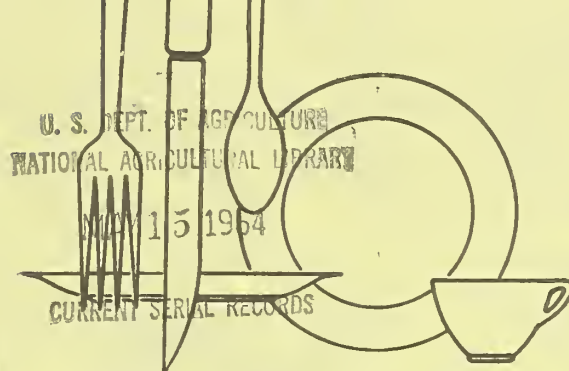


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# FOOD PRE-VUE



## A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture  
Agricultural Marketing Service

April 29, 1964  
F P - 82

MEATS.....The recent "Cattle on Feed" report shows 1% more cattle and calves on feed than on April 1 a year ago. The number weighing over 900 pounds--most of which will reach marketable weights during this April-June quarter--is up 8% from a year ago. Cattle feeders indicate they plan to market about 6% more cattle in the second quarter than a year ago, and around 1% to 2% more than in the first quarter of the year. This points to continued abundant supplies of fed beef over the next few months. April-June commercial hog slaughter likely will dip about 4 to 5% compared with a year earlier. Slaughter last year was the largest for any second quarter since the 1944 record. Lamb slaughter this year is expected to decline about 4% from last year's total of 16.2 million head. This is due to fewer lambs being fed this year and a smaller 1964 crop.

### POULTRY:

Broiler.....Marketable supplies will probably drop from above to below the year-earlier level between May and June. Prices during this period are expected to average about the same as in May-June last year.

Turkeys.....On April 1 cold storage holdings totaled 149 million pounds--3% below a year earlier, but 12% above average. But because of somewhat larger production, supplies during May and June are expected to be about as large as in those months last year. Rising profitability in turkey production the last 2 years probably will lead to a moderate increase in the 1964 crop.

Eggs.....Production in the 48 States April 1 was the same as for that date last year. Although output per hen was slightly higher, the number of layers on farms dipped fractionally.

DAIRY.....As milk production reaches its seasonal peak, industry-Government promotion of "June is Dairy Month" will again be celebrated this year. First quarter 1964 milk output, allowing for the extra day in February, was 0.5% above that of same period last year. Butter production was slightly lower than last year, but American cheese output was about a tenth greater.

### VEGETABLES:

Fresh.....Production of early spring vegetables is estimated at 7% smaller than a year earlier, but slightly above the 5-year average. Only celery and onions are expected to be in larger supply than last year, but asparagus, cabbage, sweet corn, lettuce and tomatoes

are in shorter supply. In Florida, harvest is underway for sweet corn, celery and tomatoes, and in California, for asparagus, lettuce and tomatoes. The early spring potato crop is expected to run 15% smaller than last year, but 12% above average. Late spring potato acreage is down 14% from a year ago. Prospective planted acreage of the 7 principal vegetable crops grown mainly for processing this spring is 1% below last year and 5% smaller than average.

Frozen.....Latest roundup of cold storage holdings of vegetables on April 1 total 1 billion, 50 million pounds--down 14 million pounds from a year earlier. Average for that date is 740 million pounds.

#### FRUITS:

Citrus.....Estimated production on April 1 is down slightly from a month earlier--3% below a year ago and a fifth under the 5-year average. Estimates for oranges now run 97.6 million boxes--7% below last year and 21% under average. Over half the crop was picked by the first of April, as against 72% a year ago. Latest grapefruit estimates are for 33.5 million boxes, down 4% from a year earlier. By April 1, 81% of the crop was picked, as against 83% a year ago. Lemons, still forecast at 16.8 million boxes, are 30% above the previous crop and slightly more than average.

Frozen.....Stocks of frozen fruits on April 1 totaled 294 million pounds. That's 23% below last year and 18% smaller than average.

Frozen.....Warehouse holdings as April began were 29 million gallons, as Orange Juice against 47 million a year earlier. Average for that date is 32 million gallons.

Strawberries.The early spring strawberry crop, harvest of which will extend into May, is about twice 1963 production and a fifth above average.

Peaches.....First estimates of the new crop will not be issued until May 11, but severe freezes in the southeastern States on March 29 and 30 cut back prospects sharply. Damage was most severe in the Carolinas, Georgia and Alabama. Very little winter freeze damage, though, is reported outside the Southern States.

# **The Plentiful Foods Program**

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

JUNE IS DAIRY MONTH

BEEF FOR FATHER'S DAY

NATIONAL BARBECUE MONTH